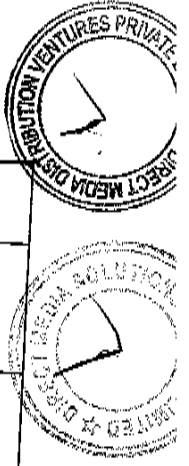


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company (TC)
 Dish TV India Ltd
Name of the stock exchanges where the shares of the target company are listed
 NSE / BSE
Date of Reporting
 01.10.2014
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released
 Direct Media Distribution Ventures Private Ltd
 Direct Media Solutions Private Ltd

Details creation of encumbrance :		Promoter Holding already encumbered (2)					Details of Even pertaining to encumbrance (3)					Post event holding of encumbered shares		
Name of Promoter (s) or PACs with them (**)		Promoter Holding in the target company(1)		Promoter holding already encumbered (2)			Details of Even pertaining to encumbrance (3)					Post event holding of encumbered shares		
No of Shares	% of total share Capital	% w.r.t diluted share capital (*)	No of Shares	% of total Share Capital	Type of event (creation/ release /invocation)	Date of creation invocation/ release of encumbrance	Type of encumbrance (pledge/lien /non disposal undertaking &/other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital	{Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	% of total share capital
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	18,43,52,812	17.31	release	30.09.2014	pledge	6,00,000	0.06	IL & FS Financials Services Limited	18,37,52,812	17.25	17.25
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	18,37,52,812	17.25	release	30.09.2014	pledge	5,00,000	0.05	IDBI Trusteeship Services Limited	18,32,52,812	17.21	17.21
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	18,32,52,812	17.21	release	30.09.2014	pledge	38,30,000	0.36	L & T Finance Ltd	17,94,22,812	16.85	16.85
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	15,74,25,000	14.78	release	30.09.2014	pledge	23,00,000	0.22	ECL Finance Ltd	15,51,25,000	14.57	14.57
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	15,51,25,000	14.57	Creation	30.09.2014	pledge	9,60,000	0.09	Kotak Mahindra Prime Ltd	15,60,85,000	14.66	14.66



Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	15,60,85,000	14.66	release	30.09.2014	pledge	32,60,000	0.31	IFDBI Trusteeship Services Limited	15,28,25,000	14.35
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	15,28,25,000	14.35	release	30.09.2014	pledge	29,75,000	0.28	Xander Finance Private Limited	14,98,50,000	14.07

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED



 Director / Authorised Signatory

Place : Mumbai
Date : 01.10.2014



 Director / Authorised Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.
 (*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.